

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**National Media Planning & Research**  
**815 Slater Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 800882 /		<u>Alt Order #</u> 06254759
<u>Product</u> RNC		
<u>Contract Dates</u> 07/28/12 - 08/10/12		<u>Estimate #</u> 2892
<u>Advertiser</u> Republican National Committee		<u>Original Date / Revision</u> 08/15/12 / 08/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 20	<u>Product Code</u> 445
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	07/30/12	08/09/12	Action News at 11p	11-1135p		:30			NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWT---				4	\$1,000.00			
Week:		08/06/12	08/12/12	MTWT---				4	\$1,000.00			
2	WOIO	07/30/12	08/09/12	David Letterman	1135p-1238a		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWT---				4	\$500.00			
Week:		08/06/12	08/12/12	MTWT---				4	\$500.00			
3	WOIO	07/30/12	08/09/12	Action News at 6p	6-630p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWT---				2	\$700.00			
Week:		08/06/12	08/12/12	MTWT---				2	\$700.00			
4	WOIO	07/30/12	08/09/12	Action News at 6a	6-7a		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWT---				3	\$175.00			
Week:		08/06/12	08/12/12	MTWT---				3	\$175.00			
5	WOIO	07/30/12	08/09/12	Inside Edition	730-8p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWT---				2	\$500.00			
Week:		08/06/12	08/12/12	MTWT---				2	\$500.00			
6	WOIO	08/10/12	08/10/12	PGA Champ Highlights	1237-107a		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$775.00			
E 7	WOIO	08/10/12	08/10/12	Browns Preseason Game	730p-1030p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----2--				2	\$3,000.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 800882 /		<u>Alt Order #</u> 06254759
<u>Contract Dates</u> 07/28/12 - 08/10/12		<u>Product</u> RNC
<u>Estimate #</u> 2892		
<u>Advertiser</u> Republican National Com		<u>Original Date / Revision</u> 08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/06/12-08/12/12	Browns Preseason Game	730p-1030p	-----F----	:30		<del>\$3,000.00</del>	NM		
				Credited								
	2	WOIO	08/06/12-08/12/12	Browns Preseason Game	730p-1030p	-----F----	:30		<del>\$3,000.00</del>	NM		
				See MG 7.3,7.4								
	3	WOIO	08/10/12-08/10/12	Browns Preseason Postgame Postgame		-----F----	:30		<del>\$1,500.00</del>	NM		
				Credited								
	4	WOIO	08/10/12-08/10/12	Browns Preseason Postgame Postgame		-----F----	:30		<del>\$1,500.00</del>	NM		
				Credited								
8	WOIO	07/28/12	08/04/12	SA Action News at 11p	11p-1135p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$750.00			
Week:		07/30/12	08/05/12	-----1-				1	\$750.00			
9	WOIO	08/04/12	08/04/12	PGA Golf	2-6p		:30			NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----2-				2	\$2,750.00			
10	WOIO	07/28/12	07/28/12	PGA Golf	3-6p		:30			NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----2-				2	\$775.00			
11	WOIO	07/28/12	08/04/12	SA Action News at 6p	6-630p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$500.00			
Week:		07/30/12	08/05/12	-----1-				1	\$500.00			
12	WOIO	07/29/12	08/05/12	Face the Nation	1030-1130a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$450.00			
Week:		07/30/12	08/05/12	-----1				1	\$450.00			
13	WOIO	07/29/12	08/05/12	SU Action News at 11p	11p-1135p		:30			NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$775.00			
Week:		07/30/12	08/05/12	-----1				1	\$775.00			
14	WOIO	08/05/12	08/05/12	PGA Golf	2-6p		:30			NM	3	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----3				3	\$2,750.00			
15	WOIO	07/29/12	07/29/12	PGA Golf	3-6p		:30			NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----2				2	\$775.00			
16	WOIO	07/29/12	07/29/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$500.00			
17	WOIO	07/29/12	07/29/12	Sun Hour 1	7-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$3,500.00			
18	WOIO	07/29/12	08/05/12	Sun Action News at 7a	7-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$500.00			
Week:		07/30/12	08/05/12	-----1				1	\$500.00			
19	WOIO	07/29/12	08/05/12	CBS Sunday Morning	9-1030a		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----2				2	\$450.00			

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	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	07/23/12-07/29/12	CBS Sunday Morning	9-1030a	-----Su	:30		<del>\$450.00</del>	NM		
			See MG 19.5,19.6									
	2	WOIO	07/23/12-07/29/12	CBS Sunday Morning	9-1030a	-----Su	:30		<del>\$450.00</del>	NM		
			See MG 19.5,19.6									
	5	WOIO	07/30/12-08/02/12	The Talk	2-3p	MTuWTh----	:30		\$450.00	NM		
	(M)		MG for 19.2,19.1									
	6	WOIO	07/30/12-08/02/12	The Talk	2-3p	MTuWTh----	:30		\$450.00	NM		
	(M)		MG for 19.2,19.1									
Week:	07/30/12	08/05/12	-----2					2	\$450.00			
20	WOIO	08/09/12	08/09/12	PGA Champ Highlights	1237-107a		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	---1---					1	\$775.00			
21	WOIO	08/10/12	08/10/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	----1--					1	\$1,000.00			
22	WOIO	08/10/12	08/10/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	----1--					1	\$500.00			
23	WOIO	08/10/12	08/10/12	Action News at 6p	6-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	----1--					1	\$700.00			
24	WOIO	08/10/12	08/10/12	Action News at 6a	6-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	----1--					1	\$175.00			
<b>Totals</b>											<b>61</b>	<b>\$50,375.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 -07/29/12	11	\$10,075.00	\$8,563.75
07/30/12 -08/10/12	50	\$40,300.00	\$34,255.00
<b>Totals</b>	<b>61</b>	<b>\$50,375.00</b>	<b>\$42,818.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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